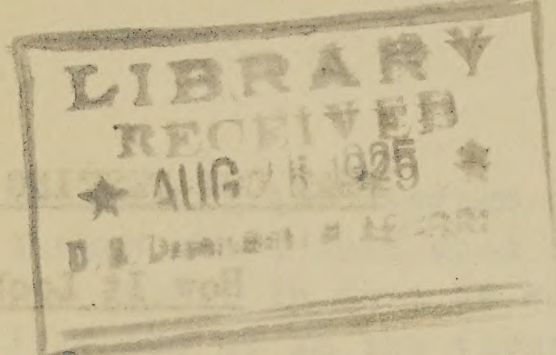


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UNITED STATES DEPARTMENT OF AGRICULTURE

Extension Service

Office of Exhibits

A Summary of the Exhibit

WHAT COW-TESTING REVEALED

A booth exhibit showing that one good cow was more profitable than 91 poor cows; and how cow-testing records help the dairyman.

Specifications

- Floor space - - - - - 13 ft. front, 8 ft.
- Wall space - - - - - None (deep.
- Shipping weight - - - - - 925 lbs.
- Electrical Requirements - 110 volt A.C. or D.C. current. 600 watts needed for light.

WHAT COW-TESTING REVEALED

How It Looks

The three sections and floor of this booth present a panoramic view of portions of two adjoining dairy farms. In the front, at the left, is placed a cut-out cow looking over the fence at a herd of 91 cows belonging to another farm. A few of these cows are in form of cut-outs and the balance are painted. The fact that the profits on one cow more than equalled the profits on the 91 cows is what cow testing revealed about the cows on these two dairy farms.

The booth is 13 feet across the front, 8 feet deep and 7 feet high.

What It Tells

Some years ago, in a dairy community of an Eastern State, a cow-testing association was organized. The records from this association which reached the Dairy Division of the United States Department of Agriculture revealed a situation with regard to one dairy farm which was both amazing and deplorable. Happily the situation with regard to this farm has now been corrected; but the Department of Agriculture, by means of an exhibit on this subject, is presenting the facts in the case as an aid to other dairymen who unknowingly may be in the same position in which this man found himself.

The dairyman, who may be called Mr. A, was feeding and milking 91 cows which were largely grades and apparently of average quality. He believed he was doing very well in the business. An analysis of the records however, showed that for an entire year each of his cows had produced an average income of only 64 cents above their feed cost. For the entire 91 cows the total income above feed cost was \$58.24.

On another farm in the same community was a herd of 16 cows. The records from this herd showed that on an average each cow in the herd produced during the year an income of \$74.92 above her feed cost.

Here, then, were two herds, the average cow in one herd producing more income above feed cost than all of the 91 cows in the other herd. In fact it would have required 1873 cows like the 91 in the first herd to produce as much income above feed cost as the 16 cows in the second herd.

The owner of the 91 cows was astonished, as well he might be. His cow-testing association records showed him that 23 of his cows were unprofitable and he got rid of them. The records also showed that each cow had been getting the same quantity of feed regardless of how much milk and butterfat she gave. He remedied that also. He is making a good profit now on the 68 remaining cows and much less labor required. Last year the average income from each cow above her feed cost increased to \$89. He is now giving attention to breeding better cows and it is probable that in time he will have an even more profitable herd. All these things, which are merely business principles applied to dairying, are taught by the cow testing association.

Where to Get Information

The following publications may be obtained free of charge from the U.S. Department of Agriculture, Washington, D. C.

Farmers' Bulletin No. 1446 Cow Testing Associations

Miscel. Circular No. 26 Cow Tester's Handbook

U.S.D.A. Bulletin No. 1069 Relation of Production to Income

U.S.D.A. Bulletin No. 1071 Influence of Season of Freshening

Dept. Circular No. 235 Utility Value of Purebred Livestock

Yearbook Separate No. 841 Runts and the Remedy.

